

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Waterfront Strategies
1010 Wisconsin Ave.
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 362555 /		<u>Alt Order #</u> 06863247
<u>Product</u> Anti Thompson		
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Estimate #</u> 2055	
<u>Advertiser</u> Service Employees International Union		<u>Original Date / Revision</u> 10/12/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 112	<u>Product Code</u> 119
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/16/12	10/19/12	Live at Daybreak	6a-7a		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF - -				1	\$1,250.00			
N 2	WTMJ	10/16/12	10/19/12	Today Show M-F	7a-9a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF - -				1	\$1,000.00			
N 3	WTMJ	10/16/12	10/19/12	Noon News Rotation	12n-1p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF - -				1	\$500.00			
N 4	WTMJ	10/16/12	10/19/12	Live at 5 News	5p-530p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF - -				1	\$1,500.00			
N 5	WTMJ	10/16/12	10/19/12	Live at 6 News	6-630p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF - -				1	\$2,000.00			
D 6	WTMJ	10/16/12	10/16/12	Tue NBC Prime A	7p-8p		:30			NM	0	\$0.00
N 7	WTMJ	10/16/12	10/19/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF - -				1	\$2,500.00			
N 8	WTMJ	10/16/12	10/19/12	Tonight Show	1035p-1137p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF - -				1	\$1,500.00			
D 9	WTMJ	10/16/12	10/19/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	0	\$0.00
N 10	WTMJ	10/16/12	10/19/12	The Morning Blend	9a-10a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF - -				1	\$250.00			
Totals											8	\$10,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/19/12	8	\$10,500.00	\$8,925.00
Totals	8	\$10,500.00	\$8,925.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.



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10/16/12 - 10/22/12	Anti Thompson	2055
<u>Advertiser</u>		<u>Original Date / Revision</u>
Service Employees Interr		10/12/12 / 10/15/12

Signature: _____ **Date:** _____

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